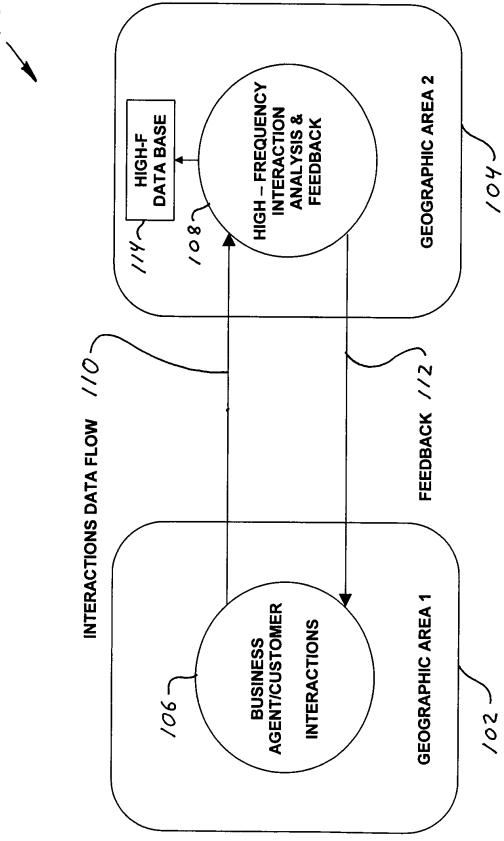
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FIG. 1



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700 252 452-DATA BASE HIGH-F 141 **GEOGRAPHIC AREA 2** 250 **ANALYSIS TEAM** HIGH - FREQUENCY -401 INTERACTION **ANALYSIS & FEEDBACK ANALYSIS** SERVER 2567 1087 2045 202 COMMUNICATIONS NETWORK 240> **ANALYSIS CLIENT'S** SERVER 258. SERVER 260 **GEOGRAPHIC AREA 1** 236) 2/8 210 238~ 226 102 **AGENT TEAM** 224 234 2141 62/2 FIG. 2 A

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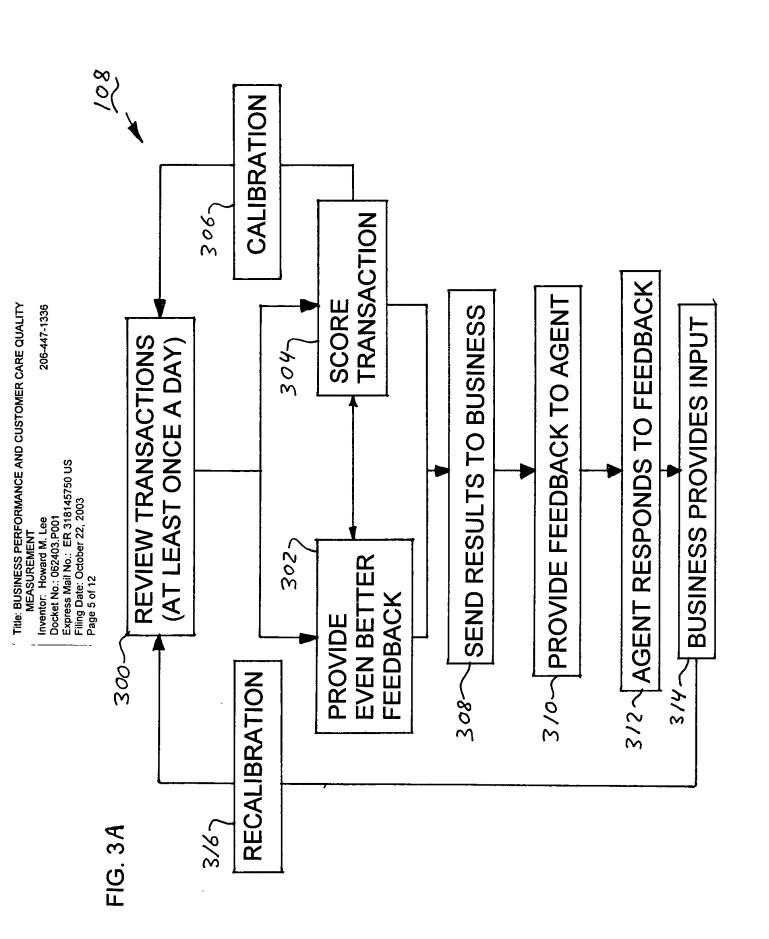
FIG. 2B

·260a **SCORING PARAMETERS** 262 /Moving forward all the UK RMA's will be shipped from the Lulfillment center in France.....Moving forward all the **Customer Service Competencies** Call Opening _____ • Used Proper Greeting. Score: _____266 Asked for Transaction ID. Score: 268 Score:____ Verified the Customer's Information. Comments: Customer Service Skills (Accent and Voice) -1277 Score:____ • Used good grammar, avoids slang or jargon. Score:____ Rate of Speech mirrored that of customer. Hold courtesies were followed. Score: • Sounded confident, friendly, and polite. Score: • Set customer's expectations, used empathy if necessary escalated to a supervisor if necessary Score: Comments: Call Closing — Offered additional products. Score:____ Used proper closing script. Score: Comments: Knowledge, Accuracy and Resolution ————— Demonstrate knowledge of the product process. Score:_______ Score:____ Credit card authorization process followed. • Offered alternate products; add on sales. Score: Accurate and concise information was given to the customer. Score:

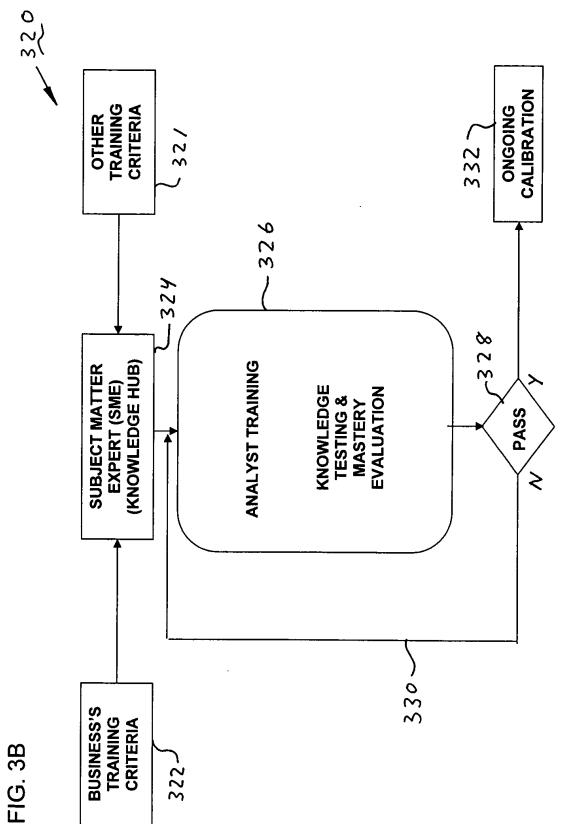
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FIG. 2C

~284	~260b	
Call Management Controlled call pace efficiently and length of call was appropriate to request. Controlled call tone and length. Comments:	Score:	
Sales Identified sales opportunities.	Score:	286
 Suggested alternate compatible products in exchange for return. Comments: 	Score:	
		-2 88
Comments Summary:		
Even better tips:		290



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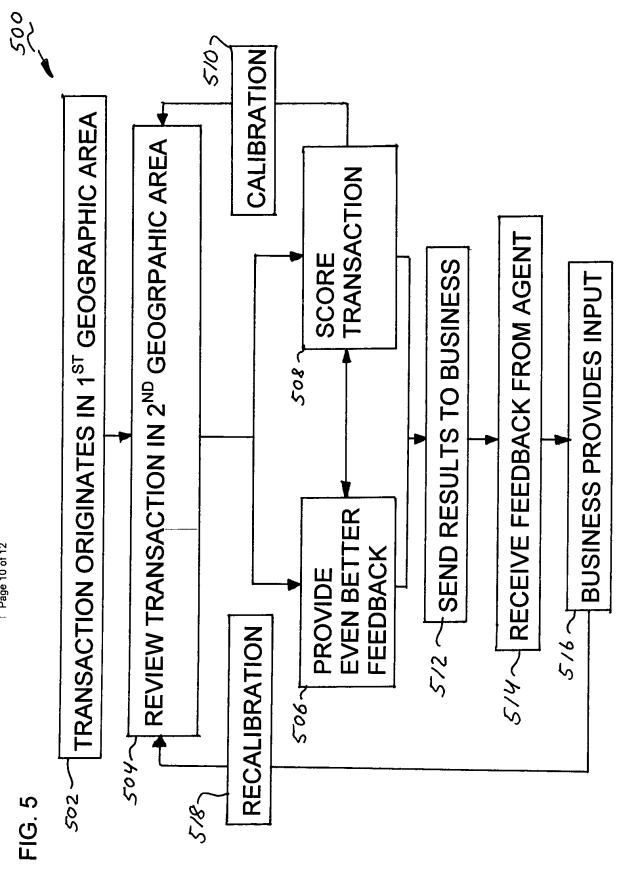
358 338 **Transaction** Transaction **Transaction** Transaction Monitoring Monitoring Monitoring Monitoring QUALITY AUDIT 20% 10% 2% 2% ı Transaction/ Transaction/ Transaction/ -356 Transaction/ Agent/ Agent/ Week **Agent/** Agent/ Week Week ATS Day CALIBRATION -354 INTERNAL 3 Hours 2 Hours 2 Hours Weekly Weekly Weekly 1 Hour Daily I **CALIBRATION** -352 Weekly 1 Hour Daily 3 Hours CLIENT Weekly 2 Hours 2 Hours Weekly ı -350 ANALYST TRAINING **WEEK 2 WEEK 3 WEEK 1** Ongoing (2 Weeks) FIG. 3C 3467 3427

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-394 .376 -372 **CLIENT AGENT CONSOLE CALIBRATION CLIENT MANAGER &** 364 SUPERVISOR EXECUTIVE CONSOLE CONSOLE CLIENT -362 ANALYST EVALUATION SUBJECT MATTER EXPERT MANAGEMENT CONSOLE ANALYST CONSOLE ANALYST SUPERVISOR CONSOLE 3687 3667 FIG. 3D 370 r

400 454> 452 **GEOGRAPHIC AREA 2** DATA BASE ANALYSIS TEAM 450 HIGH-F -601 HIGH - FREQUENCY INTERACTION **ANALYSIS &** FEEDBACK 462 **SWITCH** 4567 1607 202 204 COMMUNICATIONS NETWORK CONFERENCER FEEDBACK AGENT 470-CALL **GEOGRAPHIC AREA 1** 4107 4/6 102-**AGENT TEAM** 4347 FIG. 4 435

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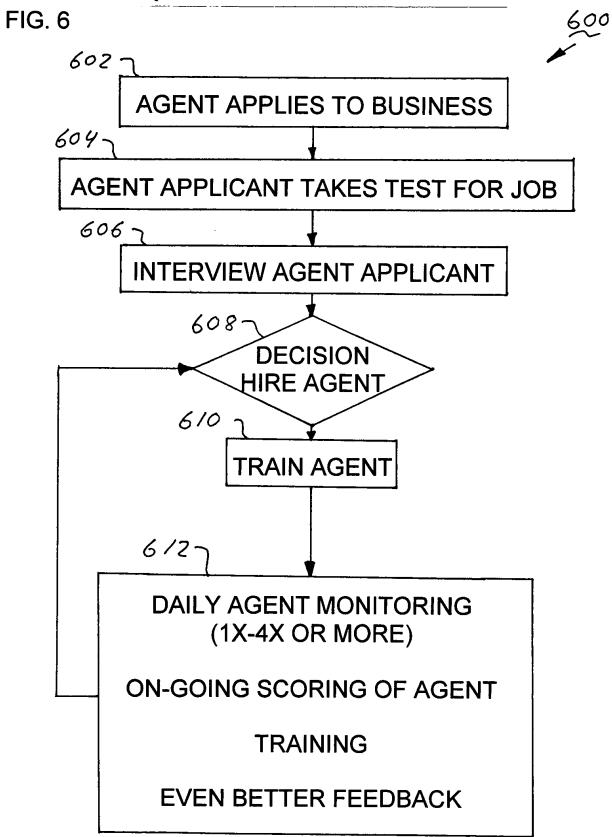
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702 7	7047	7067	7087
ACTIVITY PER AGENT	EXISTING AGENT	ENHANCED AGENT	% CHANGE ±
	PERFORMANCE	PERFORMANCE	
CALLS PER DAY	62	62	0
UP-SELL RATE	8.0%	8.8%	10%
Avg UP-SELL \$	\$25	\$28	10%
# of UP-SELLS	4.96	5.46	10%
UP-SELL	\$124.00	\$150.04	21%
REVENUE			1

REVENUE IMPROVEMENT = \$26.04

MARGIN IMPROVEMENT (50%) = \$13.02 $\sim 7/2$

AVERAGE ANALYST COST PER DAY = \$1.50 ~ 7/4

ROI (PER DAY) ((\$13.02-\$1.50)/\$1.50)X100 = 768% ~ 7/6